

CITY OF EL PASO, TEXAS
DEPARTMENT HEAD'S SUMMARY REQUEST FOR COUNCIL ACTION (RCA)

DEPARTMENT: Economic Development

AGENDA DATE: 03/08/05

CONTACT PERSON/PHONE: Economic Development, David Dobson, (915) 541-4672

DISTRICT(S) AFFECTED: N/A

SUBJECT:

APPROVE: Personal Services Contract

BACKGROUND / DISCUSSION:

I am requesting a contract for Larry Romero for the position of Business Retention and Expansion Manager. Mr. Romero is currently serving in this capacity and has been responsible for securing of software, training and servicing of the Executive Pulse business retention and expansion products.

PRIOR COUNCIL ACTION:

Mr. Romero had previously served as Liaison to the department in the capacity of Revolving Loan Fund Liaison. He was then contracted to serve as Interim Assistant Director for Economic Development until the Director was hired and in place. Mr. Romero served in that capacity for 6 months at which time he was contracted as Business Retention and Expansion Manager and has been serving in that capacity for the past 6 months.

AMOUNT AND SOURCE OF FUNDING:

Salary and benefits have been budgeted for FY05
Fund Source: 72010268-501011-01101

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

Subject to the concurrence of the Civil Service Commission.

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) LM

FINANCE: (if required) _____

OTHER: _____

(Example: if RCA is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Mayor be authorized to sign a Contract between the **CITY OF EL PASO** and **LARRY E. ROMERO**, to assist the Economic Development Department as a Business Retention and Expansion Manager, at a biweekly rate of \$2,115.38, for 40 hours per week. The term of the contract shall be for the period of March 14, 2005 through March 13, 2006. This contract is subject to the concurrence of the Civil Service Commission.

APPROVED this 8th day of March , 2005.

THE CITY OF EL PASO

Joe Wardy
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:

Maria Guadalupe Martinez
Assistant City Attorney

STATE OF TEXAS)
)
COUNTY OF EL PASO)

PERSONAL SERVICES CONTRACT

This contract entered into by and between the **CITY OF EL PASO**, a home rule municipal corporation hereinafter referred to as "City," and, hereinafter referred to as **LARRY E. ROMERO** Employee," witnesseth:

WHEREAS, the City, on behalf of the Economic Development Department, desires to employ the Employee as a Business Retention and Expansion Manager; and

WHEREAS, Employee possesses the skills to render said employment to the City.

NOW, THEREFORE, the parties hereto mutually agree as follows:

1. SCOPE OF SERVICES. Employee shall perform the services found in Attachment A, attached and made a part hereof, under the terms and conditions hereinafter stated, and the Employee hereby accepts and agrees to perform such services for the Economic Development Department, in El Paso, Texas. Contractor agrees to adhere to all relevant rules and policies of the Economic Development Department.

2. TIME OF PERFORMANCE. The services of Employee are to commence on or about March 14, 2005 and be completed by March 13, 2006.

3. COMPENSATION AND METHOD OF PAYMENT. Employee shall be paid biweekly at the rate of Two Thousand One Hundred Fifteen and 38/100 Dollars (\$2,115.38) for forty (40) hours per week. The Employee is classified as an Exempt employee under FLSA and is not eligible for overtime pay. The full time contract employee named in this Agreement shall be eligible for the following benefits:

A. The City's Insurance Plans. The full time contract employee named in this Agreement who is currently enrolled in any of the City's insurance plans shall be eligible to continue to participate in and receive the benefits of those Plans in the same

manner as similarly situated full time regular City employees. If Employee is not currently enrolled in any insurance plan, he shall be entitled to enroll in accordance with the provisions of those Plans as they may be amended from time to time.

B. The City's Pension Plan, in accordance with the provisions of the Plan. Election to participate in the City's Pension Plan must be made at the time of signing of this contract.

C. All paid holidays authorized by the El Paso City Council.

D. Accrual of vacation and sick leave in accordance with City of El Paso Civil Service Rules and Procedures. Employee shall be entitled to begin work as a contract employee with the total sick leave and annual vacation time he or she has accrued with the City as a beginning balance as of the date of this Agreement. Seniority for future accrual of vacation leave will be based on number of years of continuous City service immediately prior to the signing of this Agreement.

E. Deferred Compensation Plan in the same manner as similarly situated full time regular City employees.

F. Civil and Military leave in accordance with City of El Paso Civil Service Rules and Procedures.

G. Tuition Assistance Program under the terms of the City of El Paso's Policies/Procedures.

The City will provide no other fringe benefits. Employee agrees that at no time will he make a claim against the City for more than the rate provided under the terms of this contract.

3. LOCATION OF PERFORMANCE. The place where such services are to be performed is in the Economic Development Department, City and County of El Paso, State

of Texas, or such other places as may be directed by the City in order to fulfill the terms of this Contract.

5. LAW GOVERNING CONTRACT. For purposes of determining the place of the Contract and the law governing the same, it is agreed that the Contract is entered into in the City and County of El Paso, State of Texas, and shall be governed by the laws of the State of Texas. Venue shall be in the courts of El Paso County, Texas.

6. COMPLETE AGREEMENT. This agreement constitutes and expresses the entire agreement between the parties hereto in reference to the personal services of the Employee for the City, and in reference to any of the matters or things herein provided for, or hereinbefore discussed or mentioned in reference to such services, all promises, representations and understanding relative thereto herein being merged.

7. TERMINATION. Either party may terminate this contract without cause after ten (10) days written notice to the other party of the intention to terminate this contract, or at any time by mutual agreement of the parties. Should the City have cause to terminate this agreement or if Contractor is in breach of this contract, the contract may be terminated immediately upon written notification to the contractor of the cause for termination. As a member of the unclassified services for the City, the Employee, pursuant to section 6.2-3 of the Civil Service Charter, may be terminated from service by the Director of the Economic Development Department with the approval of the City Manager. Employee acknowledges that he has no right of appeal with respect to such termination.

8. MISCELLANEOUS. The City shall provide such office space for Employee as is necessary, in the sole determination of the City, for Employee to carry out his duties under this Contract.

9. **NOTICE.** Any notices required under this contract shall be sufficient if sent by Certified Mail, Return Receipt Requested, postage prepaid, to the City or the Employee at the following addresses:

CITY: City of El Paso
Economic Development
Attn: Director
#2 Civic Center Plaza
El Paso, Texas 79901

EMPLOYEE: Larry E. Romero

IN WITNESS WHEREOF the parties have executed this agreement at El Paso, Texas this 8th day of March, 2005.

CITY OF EL PASO:

Joe Wardy
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

EMPLOYEE:

Name: Larry E. Romero
SSN:

Approved as to Content:

Approved as to Form:

David Dobson, Director
Economic Development

Maria Guadalupe Martinez
Assistant City Attorney

APPROVED BY THE CIVIL SERVICE COMMISSION:

By: _____

Secretary

Date: 3/10/05

ATTACHMENT "A"
CITY OF EL PASO, TEXAS – JOB DESCRIPTION

BUSINESS RETENTION AND EXPANSION MANAGER

General Purpose

This position is responsible for implementing a strong, customer focused business retention program in the City of El Paso. This position is the critical, lead position in a multi-agency team effort to: a) initiate customer contact; b) identify and facilitate the delivery of needed business services to the customer; and c) improve overall customer satisfaction with the City of El Paso as a place to locate and grow a business. Within this program, the "customer" is defined in specific terms and includes companies in targeted business sectors that are creating jobs and wealth in the local trading area. A secondary responsibility of the position is to manage and implement assigned loan and grant programs, such as Revolving Loan Fund program, Environmental grant programs and Brownfields Remediation programs.

Business retention and expansion is a sales function that requires a manager to direct and monitor the progress of the retention program on a day-to-day basis. The business retention and expansion manager ensures that each outreach specialist meets his/her goal for number of visits with business owners. If needed, the retention and expansion manager acts as a coach, devising a plan of action with those outreach specialists who are not meeting goals. The retention and expansion manager is also responsible for monitoring overall referrals emanating from the program, as well as, any software and/or database programs utilized for the function.

The business retention and expansion manager is charged with directing a professional team of outreach specialists, as well as, a team of service providers who are committed to meeting the needs of business in El Paso.

Specific responsibilities include:

- Management and implementation of government operated loan and grant programs to assist small businesses with financing needs
- Developing of a plan for implementing a systematic retention and expansion program
- Identifying specific companies in targeted business sectors
- Setting, weekly, monthly and annual goals for visits
- Identifying and training outreach specialists
- Directing the launch and growth of the program
- Monitoring all referrals and completion rates for each
- Acting as a troubleshooter when necessary to ensure that referrals are completed
- Building a team of service providers through outreach to community, workforce and economic development organizations
- Encouraging local, regional and state government to be part of the service delivery/retention and expansion team
- Monitoring referrals to ensure prompt response to all requests for assistance

OUTREACH ACTIVITIES

The business and retention and expansion manager ensures that outreach visits are being conducted with targeted companies in the City of El Paso. Specific responsibilities are as follows and may pertain directly to the retention and expansion manager and/or outreach specialists:

- Review and prioritize list of business to be contacted
- Contact CEO for appointment
- Conduct the meeting using a laptop computer
- After the meeting, finalize the corporate record and upload it to the main database within 24 hours
- Use the automated referral system to forward referrals (action items) to the appropriate service providers(s) within 24 hours of the meeting
- Maintain good working relations with service providers to ensure complete knowledge and understanding of the available services offered by each
- Monitor business conditions within the City through newspaper articles; Internet site information; networking with service provider personnel and business leaders; attendance at assigned industry functions; and other sources of information about business conditions within the City
- Be alert for new programs that can be promoted to customers
- Provide assistance to others involved in the City's retention program as needed
- Follow up with the CEO to ensure satisfaction with service delivery
- Manage automated data systems
- Monitor assigned loan and grant programs
- Analysis and formulate loan packages
- Recommend funding of loan programs
- Report on department loan programs

GENERAL KNOWLEDGE, SKILLS AND ABILITY

- Excellent interpersonal, communication, phone and listening skills
- Strong management skills
- An ability to sell and cheerlead
- A self-starter and motivator
- Ability to remain objective in the face of rejection
- Effective team building skills
- Ability to focus and multi-task
- Prior private sector sales experience
- Good understanding of customer satisfaction principles and best practices
- Ability to learn the players on the team and the programs that each offers
- Typing and computer skills

OTHER JOB CHARACTERISTICS

Work extended hours as required

MINIMUM QUALIFICATIONS

Education and Experience: Equivalent to a combination of a Bachelor's degree in business or public administration, economics, finance or related field and four (4) years of professional business, economic, operational, marketing or financial analysis or forecasting experience that include two (2) years of government or private lending.

LARRY E. ROMERO
[REDACTED]
[REDACTED]
[REDACTED]

EXPERIENCE

City of El Paso-Economic Development **El Paso, TX**
Business Retention and Expansion Manager **September 2003-Present**

- Manage the Retention and Expansion, redevelopment, and loan programs on a daily basis

Upper Rio Grande Certified Development Company **El Paso, TX**
Manager **September 2000-September 2003**

- Responsible for developing, marketing, closing, and servicing all SBA 504 loans in a portfolio of over \$15,000,000 from 45 loans throughout six West Texas counties

El Paso Diablos Baseball **El Paso, TX**
Director of Hispanic Marketing **October 1998-September 2000**

- Responsible for marketing the Diablos and attracting new business sponsorships from small and Hispanic business owners

Professional Developers, Inc. **El Paso, TX**
President/CEO **January 1998-March 1999**

- Business specialized in finding procurement opportunities for other businesses by introducing them to elected officials and other decision makers

Hispanic Business College Fund **Washington, DC**
Director of Business Development **February 1997-August 1997**

- Responsible for soliciting donations for the operational expenses of the office from Hispanic business owners

United States Hispanic Chamber of Commerce **Washington, DC**
Executive Vice President **October 1994-September 1996**

- Directed the Administration division of the Chamber
- Assumed the duties and responsibilities of the President/CEO, when necessary, at all functions, meetings, seminars, and conferences

El Paso Hispanic Chamber of Commerce **El Paso, TX**
President/CEO **April 1991-September 1994**

- Increased membership from 200 to over 600 in less than two years
- Increased office staff from 1 person to 7 people in less than three years

Texas Commerce Bank **El Paso, TX**
Assistant Vice President **February 1983-April 1991**

- Directed and managed the Consumer Loan Department with seven employees
- Managed a consumer and commercial loan portfolio of over \$15 million

Texas Commerce Bank
Assistant Vice President

El Paso, TX
February 1983-April 1991

- Directed and managed the Consumer Loan Department consisting of seven employees
- Managed a consumer and commercial loan portfolio of over \$15 million

First City National Bank
Installment Loan Collector

El Paso, TX
May 1980-February 1983

- Updated and maintained delinquent loans
- Handled the repossession and disposition of vehicles

EDUCATION

The University of Texas at El Paso
Bachelor of Business Administration

El Paso, TX
September 1974-May 1978

- Major in Marketing
- Worked full-time throughout the four years of college

ADDITIONAL ACTIVITIES

Speaker/Presenter

- Minority Enterprise Development (MED) Week, Washington, DC (1995,1996)
- Hispanic Association on Corporate Responsibility (HACR), Austin, TX (1996)
- Mexican American Chamber Installation Dinner, Stockton, CA (1996)
- International Franchise Association (IFA) Annual Conference, San Juan, PR (1995)
- Hispanic Business Summit, Philadelphia, PA (1995)
- LULAC National Convention, Boston, MA (1996)

Board Member

- El Paso Convention and Visitors' Bureau-Past Chairman (1991-1993)
- El Paso Small and Minority Business Board-Past Chairman (1990-1992)
- Cathedral High School Excellence Association-Past President (1980-1982)
- El Paso Coalition for Economic Development-Coordinator (1992-1994)
- El Paso Airport Advisory Board-Member (1997-1999)
- El Paso Arts Resources Advisory Board-Member (1997-2000)

REFERENCES

Don Foster
Senior Vice President
JP Morgan Chase Bank
(915)546-6678

Joe Wardy
Mayor
City of El Paso
(915)541-4015

Tanny Berg
Owner
Jack Berg Sales
(915)532-4519

Peter Felix III
President/CEO
VIVA Environmental, Inc.
(915)779-5395